

Application 09/852,497

PATENT

DOCKET: 4022-4001USN

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Applicants:** Vigil et al. **Group Art Unit:** 3622  
**Serial No.:** 09/852,497 **Examiner:** John L. Young  
**Filed:** May 10, 2001  
**For:** INTERACTIVE INTERNET ADVERTISING AND E-COMMERCE  
METHOD AND SYSTEM

**AMENDMENT AND RESPONSE UNDER 37 C.F.R. §1.116**  
**AND REQUEST FOR RECONSIDERATION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment and Response under 37 C.F.R. § 1.116 and Request for Reconsideration is submitted in response to the January 15, 2004 Examiner Interview and the Office Action dated November 25, 2003 of which a three-month shortened statutory period for response was set. Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 18 of this paper.